I: Good morning and thank you for taking the time to help me with my bachelor's thesis research paper. I want to start by giving you some legal information regarding data protection. The treatment of all the information collected during this interview is anonymous. The information will be stored under a pseudonym and will be used exclusively for my thesis study. I'll need you to sign the data consent form within the protocols of the university that I'm serving my bachelor's thesis. This interview has neither any benefit nor risk to you and you can leave it at any time. I would like to ask for your consent to record this conversation as that would make it easier for me to analyze the data later and I will also be taking some small notes during the conversation. Is that okay with you?

R9: Yes, that's okay with me.

I: Great so this interview is a study about the perceptions of sustainability in the eyes of consumers specifically within the food packaging industry. There are no right or wrong answers so we ask you to be as honest and objective as you can. Again rest assured that the contents of the interview are anonymous and used only for my thesis. Do you have any questions before we start?

R9: No.

I: Perfect. So my first question is how do you personally define sustainability?

R9: Okay, so to me sustainability is something that would not only benefit me but also benefit my future generation and something… so if I take something from the world or it is in terms of natural resources if I am consuming some natural resources I'm not depleting that natural resources and leaving some for my future generations as well. So that is a big part of sustainability to me because everything that we do is for either for our consumption or either for economic gain, right? And so to me all of these things should be a balance. So sustain is the word that I get out of sustainability so everything that we do should not only sustain me but also my future generation so that's what I derive out of sustainability.

I: Perfect and to what extent would you say that you are concerned about environmental issues? So are you taking any actions in your daily routine to contribute to environmental sustainability?

R9: So yes, I am very very… I think from very early on I was very very keen on environmental issues and how they affect not only me but my future generation and everything that goes around us. So I have been from very early on, I have learned to save water and I think growing up that was not only a part of our requirements but also it was kind of a need because you know growing up the places we grew up in probably water was a, I would say, a commodity, that was a prized commodity I would say right? So of course it didn't mean that we were without water, but we learned to preserve it from the very beginning. And from there from water that it led to the next part, which is, you know, the plastics right? To utilize less plastics and reuse the things that can be reused. And I think my childhood does have, I would say, a deep impact on how I

grew up and what are the things I learned and how I look at nature and and the environment and also the environmental issues right? So like growing up, we did in India, I grew up in India and I lived in India for 21 years before I moved to the United States. And in India at that point, plastic was nowhere to be seen. So I think probably the plastics started coming into being so when I say plastics, I mean plastic bag shopping bags. I think they started coming back into rotation when I was probably a 10th grader or maybe an 11th grader. Until then, people would have you know everybody would have cloth bags that were reused years after years and years. So I still remember we had one which I think I saw my mom carry vegetables from the time I was a first grader all the way probably maybe seventh or eighth grader so you know that was a good eight nine years so and times you know and you would get vegetables fresh almost every other day so so imagine the number of years that I got out of it right? so those are the things growing up I saw firsthand and that made me a little conscious of how things are and how we need to protect the environment.

So the second part of your question is am I taking any actions in my day-to-day routine that contributes to environmental sustainability. So there are lots of lots of things that I do on a daily basis, consciously and some subconsciously, because now I am so those things are so ingrained into my behavior that those things just you know make sense to me right? So starting from avoiding plastic bags. Even if I'm at a grocery store, there are times when the baggers will put so many things in a bag right? Or sometimes they will just put batteries in one bag and xyz in another bag, I make them either consolidate all the bags or I ask them I don't need any bags because I usually carry my own bags. I have my reusable bags, again I have been using those bags for almost 8-10 years, so about 8-10 years ago I think you were still a little kid. The quote-unquote “the revolution” started coming to the U.S. as well probably I know in California it was already there but it in North Carolina, the bags, the reusable bags, and I remember I mean the reason I remember it was actually it may have been 10 to 18 years but the reason is I remember my daughter being maybe two or three years old when I got my first reusable bag from Harris Teeter. And at that point you know all these stores are starting to sell cloth bags so that is something that I do - I did not use any bags from be it any store. In fact yesterday, I was shopping at Ross, and I have a few things that I had bought, and the the cashier was like “are you sure you don't want any bags?” She asked me at least three times, I told her “no I have enough bags in my car and I will just carry them in my hands” because Ross does not let you bring the cart all the way outside. So I told her I'll just carry them in my hand and I'll just stick them in the bag because sometimes I forget to carry the bags inside. So that is one thing I do on a day-to-day basis.

The second thing that, I think is not so common so far in our parts of the country, is reducing the trash. There are several ways we reduce the trash on a daily basis. So one is by cutting down all the kitchen scraps. Every single thing that we use in the kitchen goes in a composter box, so we have a five gallon bucket in our kitchen that we put all our peels, you know, all the fruit peels, all the vegetable peels, all the scraps, everything gets dumped into the basket. Then we take the basket and we either… so previously we had a composter, it was a double barrel composter that we would would put it in, but I learned over the years that we have been composting for maybe a good part of six years now or maybe seven to eight years, I learned that it is much

easier if you just dig a hole in in your garden bed and stick all of it in. It is not only nutritious for your garden, but also you are also reducing what goes in your trash bin. So that is another thing we do.

And the third thing I do is I am an admin of a bunch of “Buy Nothing” groups on Facebook. So what the essence of that particular group is to give away the things that you don't need in your house because clutter is something that you want to reduce in the house for multiple reasons right?

So not related to this all but in any case, I try to give away the things that I don't need. So there are tons of things we have around the house which we may either have purchased out of impulse or maybe because at one point we did use it but it's been several months or years that we haven't used it. For example, when my mom was here, she had an issue with her ankle and she had to purchase an ankle boot. So she did use it for a few months, or rather a couple of weeks, and then we didn't need it anymore. So recently there was a lady, and her 17 year old daughter had an injury where she needed an ankle brace and you know I gifted that to her. So that is a part of buy nothing groups. Basically, as it says buy nothing right? So try to utilize what is there and it reduces the the load of manufacturing because now manufacturing has to create one thing less, so that is a part of sustainability to me. And it is not only giving but I also take from that community. So if I have if I'm looking for certain things, like recently I needed those you know those clips, the 3m clips, the ones that you stick to the walls. I needed just two of those and if I was going to buy it from Amazon I would at least have to buy five of them because the size I needed they the smallest bag that it would come in was five or six, so I put it out on buy nothing group if anybody had those and somebody had those two to spare and I got those from there. So that is the wonder of a buy nothing group.

Then, of course, I bring the clothes that we either have no real no use for or we bring those to the, you know, the places like doctors ministries or the places that resell them and again. I'll say here I don't go to Goodwill for anything and the reason is because I don't trust them. I have volunteered there a couple of times and I have seen how the clothes get treated so that's not my place of choice so if I'm giving something away. I am conscious that they are going to a good use and put to use so that's what I believe in, and the local charity groups.

And the other thing that I had done recently was that was last year, so we as an Indian community here, we I mean the ladies, love saris but sometimes we just get excess of them and we don't get to use them ,so they are just cluttering our closets and just sitting. So I collected this from our community and then we sold it to the community and raised a good five thousand dollars for a charity. So yeah, that is another way of sustainability because you are taking stuff from people that don't want it and giving it to the people that want it and in terms getting some money out of it. So just like the basic aspect of goodwill so for this money that we raised it went to women empowerment. So we have a charity in, not we but one of the ladies I know, she has her parents on a charity in a very rural part of India and the women are learning to stand on their feet, so I thought that was a very worthy cause for what we were doing. So we raised close to fifty five hundred dollars for that, and I had it was all volunteer led a lot of volunteers

helped out so that was one of the causes I felt was definitely a high on sustainability metrics and I plan to do that again this year and year after year.

And the other thing is the single-use bottles are a big no in my household. I don't buy them, I don't use them, I don't even, if I am at an outing or a you know a place and that is the only option I try to avoid it as much as possible. Sometimes I guess I do go thirsty for that reason but I just consciously I just cannot bring myself to take a single use water bottle and use it. And the other part is, of course, you know the huge part of it is trying to go minimalist. So the minimal requirements that you have, the less pressure you put on the environment. So the less you take, the less you are affecting the environment. So in some form or shape… So people say what can one person do right? If every one person thinks that way things are never going to solve, so every person can make a difference.

The other thing we do for sustainability is, I think you may be aware, we grow our food. So we grow our vegetables around the clock, around the year and much of it is utilized by us, our neighbors, our friends, and whatever we cannot use we store it for the for. you know, for the remainder of the year. So I say that probably doing that from, all the way from maybe I would say starting early June all the way until October and November, we don't have to buy any vegetables. And then for the winter season, when there are not too many varieties of vegetables, we either live off the things that we had frozen during our peak harvest season or we, you know, there are some minimal things that we grow. We utilize that or we buy at that point, but mostly I would say you know we are able to sustain the vegetables for everything from our garden. And the next part of the gardening is sharing your seeds because when you grow your vegetables, you grow seeds as well obviously. And sharing the seeds not only helps you create this community feeling, but also it helps other people get started in gardening and help them enjoy gardening. And helping them, you know, become a little self-reliant right? On both you can become a little self-reliant when you're not utilizing too much, you're not dependent on the supermarket for all your vegetable needs. So that is another thing that we do.

So gardening also means you know you need to be a little conscious of all the things that you're utilizing including the nuts, the parts, and you know, the nursery parts that you utilize. So every time, if I am buying my plants, I am making sure that I keep those parts and I reuse them next year, and if I'm not able to reuse them I give it to people on my buy nothing group or other gardening groups so that people can utilize those parts as well for their own seeding and stacking the seeds. So that's for gardening.

The other thing I also do is carpooling. So carpooling helps a lot from many different perspectives. Of course you have a, if you're carpooling, you have somebody to talk to in the car. The other thing it helps majorly is also saving the environment from utilization of gas. So if I am going anywhere beyond five to seven miles, I try to see if there is any carpool that we can do or if there are any ways that I can you know do multiple chores at one time rather than going to the store, coming back, then going to another store, coming back, I try to see if I can somehow make my route in such a way that I can do multiple things and then get home. So that's other thing that um that helps.

And then I think the biggest is to lead by example. So I I feel that I have set a good example for my future generation, for my kids, and I see that my kids are aware of of their their carbon footprint as well, and they they take all of all of that into consideration as well, so I'm happy to see that because passing your knowledge to the next generation is important. So yeah I think that is one of my biggest things that I would say here.

I: Wonderful! That's so great to hear that you're taking so many actions on a daily basis. So my next question is, what do you care about when you buy packaged goods? So what do you pay attention to? It can be packaging material, colors, any visuals on the packaging, what do you notice when you buy packaged goods?

R9: So over the years I have learned that packaging actually is created obviously with a lot of research, and study what people are looking for right? A simple example is bread. So bread, you know, in every household gets bread on a weekly basis. So there was a time when bread came in a certain shape, in a certain form, which was absolutely flat top and flat sides and all that right? And then it was understood that the bread that was baked at a local bakery or was a little healthier was a little wider in shape and it had a little bit of, you know, uh, a curve at the top. And lo and behold, you know, a year later most of the packaged breads are coming like that. So that shows you how much research goes into packaging because it is just to prove to the customer that, you know, we are doing the right thing, whether they are doing it or not, it's just in a way, it's a green wash right? It's an eye wash for the consumers, so a lot of retailers as well as manufacturers do these things, which I am very conscious of because I make sure that I read on the trends and what is going on. The latest trend is most of the packaging that you see, it does not have the print, it does, i mean of course everything is printed, but the printing is not like, you know, a computerized printing. It seems as if it is written by hand. And the reason for that is because if you go to a farmer's market, you see these farmers selling their stuff, it is usually handwritten. So now these big manufacturing companies have created it on their products so that it is telling subconsciously to the consumer that this is good for you because this is kind of like a farmer's quality, whereas it is not right. So these are the things I pay close attention to.

And um, so what I look for in the packaging is, first of all, I want minimal packaging. So the lesser the packaging the better it is. I don't buy a product which has tons of packaging, and even when I do get… so there are times when, you know, you buy a TV or whatever right? It comes with tons of packaging, and there have been times when actually I have gone to those manufacturers' websites and I have put out an email telling them that, you know, you could have reduced this packaging. So I recently did that, and many of the times I do get ignored because I don't know where uh, I don't think I get even a single person response. But still I feel that, you know, just sending it out maybe somebody will take notice right? And i recently did it, we had purchased something and actually it was Cisco package. So now they are sending out… before if we had a laptop refresh, we would go and get it or whatever right? So this time, when I received it, I was appalled by the amount of packaging. It was good to see everything was recyclable, but the amount of ink that went onto that cardboard box, it just bothered me so bad because there was a whole cardboard, it was a whole big piece of cardboard and it was

painted blue in Cisco color. And I was like this wasn't even required because all I'm doing is taking it out and putting it in my recycle bin. So of course, good thing is, being in Cisco, I was able to reach out to the right person and I said, I have a problem with all the cardboard that you have stuck in my box. And of course, it was a different issue that they sent me tons of different things from technology perspective that I didn't need, so that was a different complaint. I said, you know, you should let me choose what I need and not because that's part of the sustainability right? I don't want the things just left in my house. So in any case, so going back to the cardboard point, I said all of this ink i don't need it, so you have to do something to cut it out, and good I reached out to the right people, the right team, and Cisco does understand that and they have a sustainability green team existing now. So I was happy to see that they said that they were involved in the process. And of course I, you know, I did say that I was happy to see no styrofoam in the packaging and they said that was a conscious decision and the team had had taken that, but they will look into the, you know, lessening of the ink as well as the cardboard usage. So I was happy to see that they will take care of it. Or at least at least the right ears.

So yeah, going back to your point about packaging, I buy minimal packaging goods. I mean goods with minimal packaging. I pay attention to what's on the package and also what's in the package. So you know how clearly it states what the ingredients are and what things are in the package, and how much packaging there is.

I: Okay, perfect. What kind of packaged goods do you buy? Can you give me examples of any packaged goods you've bought lately, maybe from the grocery store?

R9: So I try to buy the veggies and fruits that don't require any packaging. That way, I can decide how much I need to buy, excuse me. The second thing is, if my oranges come packaged in plastic wrap, I don't like it. So I try to minimize the packaging. But there are times, obviously, in the U.S. that it's getting harder and harder to buy food without packaging because most things are commercially produced, including vegetables. So it is a little harder.

So the recently, I think that comes to mind is a package of clementines, right? Those little peelable oranges, little clementines. So they always come in a net bag, and it keeps them fresher longer. So that is why they are sold in that kind of bag. But every time I buy that bag, I cringe because there's so much plastic that is utilized for that. And then, as soon as we are done with the package, that goes in the trash. And that plastic, they will decompose into microplastics, which will eventually get into your water supply, into your dirt, and everywhere, right? But I guess there is no solution to that. There are, but then it's good to see that there are stores that are coming up now that are very conscious of this thing, that they are not buying. They don't have fresh produce.

So there is a distinction between fresh produce and something which is longer-lasting, like pasta. You can buy pasta, and you certainly know, you buy them in a paper bag, paper box, whereas produce, so I understand that part of it. But for the fresh produce, I don't see a need to put them in a container. So I was really happy to see, I think a couple of years ago, there was an

uproar against a retailer. I believe it was Trader Joe's or Whole Foods, I don't remember which one. But what they started doing was, they were peeling the oranges and putting them in a plastic bin. So there were many memes that got circulated, that because nature didn't make enough packaging, so we have to package a peeled orange now, right? So with that, and I was so happy to see that because of all that uproar, that packaging got stopped even before it became a trend.

So those are the things I pay attention to. I don't like to buy my produce in any color of package. It doesn't matter whether it matches the color of the produce or not. But I don't like that. And for the rest of the packaging, I like it if it is paper rather than a plastic bag. So like, you can buy pasta, some packages of pasta are packaged in plastic bags, and some are in paper ones. I like the ones that are out of the paper because, to me, I can bring it home and recycle it. And even though we recycle all our plastic bags as well, but still, it is plastic at the end of the day. So if the composition will take many, many years, at least much longer than I'm on this world, right? So that's why I like the paper packages.

I: So how do you assess if a product is environmentally sustainable or green? What criteria do you use to assess a certain product and its sustainability?

R9: Okay so, if anything is, um if anything can be composted that is… uh sorry Max - I think right now it's about to rain probably outside that's why I think he's loud.

I: No problem.

R9:So yeah, and I'm the only person at home, so he is close to me right now. Um, yeah. So for me, anything that can be composted or recycled is important. To me, I believe in reducing, reusing, and then recycling. So, can it be reduced? Do I really need it? The next question is, can I reuse it? And if none of these criteria apply, then the third thing is, can I recycle it? If these three criteria are met, then I feel that it is a sustainable product, and I'm more likely to buy it. And if it does not, I am a little less likely to buy it unless it's necessary.

And my last question is, what elements of a product do you think make it look more eco-friendly than another, regardless of whether you buy it or not? It could be like what do companies do to make a product look more eco-friendly, look more friendly? Yeah, so I think we kind of covered it in the earlier part, right? Sometimes, they do things that are an eyewash, making it look eco-friendly when it may or may not be. There is a very famous example of what Starbucks did a year or two ago. They did something similar, but I can't remember exactly. But yeah, like I said, they have factors like the use of paper and avoiding computerized fonts, opting for handwritten notes. You see a lot of it materialize not only in Trader Joe's or even Whole Foods. If you compare a product from them to a product from Target or Walmart, you'll see that the products are equivalent, but Whole Foods charges double the price because the packaging looks more eco-friendly. So it's like that, but some products are certainly more eco-friendly, and for these bigger companies, they try to mimic those kinds of packaging. That's all I meant to say, right?

And within that, do you think there are any specific packaging materials, colors, or visuals that companies use? Yeah, yeah. I think overall, there is a trend to reduce colorful products to much simpler colors, usually white or brown. So if you see something that is black and brown, if you are more conscious or think of sustainability, you are more eager to grab that product rather than something that comes in a red box. In the case of pasta, if you package it in two different boxes, one brown, which is like the earthy brown color, and the other red, most people are going to choose the one that is earthy brown and solid.

I: Perfect. So that's all I have for open-ended questions. For the second part, I have a series of photos to show you, so if you want we can switch to Facetime and i can share my screen for that.

R9: Okay we can do that

I: Perfect thank you. So I am now going to show you a series of photos of a variety of packaged goods. Please classify each of them based on which you believe is the most and least sustainable and I ask that you provide a brief explanation as to why you feel this way about each series. So this is the first series. It's the same brand and the same product just packaged in different materials. So which of these three do you think is the most sustainable and why?

R9: So it's the very first one which is made out of glass and the reason it is I mean the reason I feel it is more sustainable is because it is made out of glass. I tend to avoid everything in plastic.

I: Okay so you think the plastic is the least sustainable? Okay perfect. What about these three?

R9: Okay there's the third one. So out of these three I would pick the middle one which is metal and the reason for choosing that would be because I know Coke has done or most of these companies have done enough research over the years to minimize the use of aluminum in these containers and so I think the middle one is more sustainable.

I: Okay perfect. What about these three?

R9: Okay, so these three. I know now you can't find mayonnaise in a glass bottle anymore, but I think five or seven years ago, that was the case. I mean, we could still buy it, and I still prefer glass. You know, for me, most of the time, if I have a product in glass packaging, I buy it. Not only from the perspective of reducing plastic usage but also because I believe that food coming in contact with plastic is not good for you. So that's why I would pick glass even in this case.

I: Perfect. So the second category is same packaging material but different brands. So out of these three which one would you pick?

R9: Okay so out of these Noosa is my favorite brand so I would pick it because I like that brand and Chobani, I know when it entered the market, they were huge and they were pure product, but over the years, since I think they got acquired by some a bigger company, they have lost their authenticity to me. Okay.

I: What about these three?

R9: So these three are the same products, you know. They have the same kind of packaging, so it doesn't matter to me. To me, I would see which one costs less. That's the one I would buy out of these three because, to me, all the packaging is plastic.

I: Okay so then you can't you don't have anything to differentiate out of any of the three?

R9: No.

I: Okay. What about these three?

R9: So these three, yes. I mean, Kerrygold is my choice of butter, and the main reason is that it is supposed to be of better quality. And if you notice, they have packaging made out of golden colors, so it kind of "elevates" it from the rest of the brands, right? It makes it stand out. So that is my choice, not only for the packaging but also for the product.

I: Okay. Okay out of these three?

R9: Out of these three, you know, I wish the brand name wasn't on the packaging because we all have our own choice of a product, right? So, in this case, the middle one [Bonne Maman], I buy it from Costco. That's my chosen product. Because jams can have a lot of sugar and other ingredients, packaging-wise, I think, to me, it's like what we were talking about earlier, the handwritten note kind of thing. So if you notice, the middle one has that. Even though it may have sugars and all that, at first glance, I would prefer to go with that. Okay. Because to me, it would be like, "Huh, this one would have less sugar because it looks more like a handmade product."

I: Right. Perfect. Um what would you pick out of these three?

R9: Okay, so again, Wheat Thins are my favorite. I hate biscuits and I hate crackers. So, looking at the product, judging by the product, yeah, I mean, you know, the manufacturer does a lot of different things to add a pull to the product, right? Like, this one, the middle one, has 100% whole wheat grain. Whole grain. So, I think that would be a big pull for me, for sure, that it's made out of 100% grain. So, yeah, that would be it, yeah.

I: Um what about these three?

R9: So, between these three, I would pick the very first one, the Seventh Generation, again because it is chemical-free. I know that for sure. In fact, that's the product we use at our home. And also, in terms of appearance, because it's all white, it kind of emphasizes purity. Whether it actually is pure or not, whether it's just greenwashing or not, that's all up in the air. But just by looking at it without knowing the brand, I would choose to go with that one.

I: Okay and the third category is different packaging material and different brands. So which would you pick out of these three?

R9: Mm-hmm, so yeah, Jack's Special, the middle one, is my favorite. So, yeah, I pick that. But on the other hand, I realize that it's packaged in plastic, whereas On The Border salsa is always in a glass jar. So, yeah, there's that. But I still get the Jack's Special, and I have no idea why, because it just tastes good. So, even though I generally avoid all plastics when it comes to tomatoes, for this one, I always gravitate towards that.

I: Okay and so from a sustainability perspective would you still pick Jack's special?

R9: Uh, so I think, for this particular thing, I give it a little bit of leeway, okay? I'm like, "Okay, yes, because the salsa is good." So, yeah, yeah. But from a sustainability perspective, yes, I think the glass jar [On the Border] is certainly the better one, yeah.

I: Okay out of these three packages?

R9: So, out of these three packages, I would go with the granola on the far right side. It's unfortunate that it's in plastic, but that's the kind of granola I use. However, the one I buy comes in a paper bag, okay? Yeah, it's in a paper box. But, from a packaging standpoint, I think Sun Best or whatever that is, it's more attractive compared to the other two. Okay, so you think that one is the most sustainable? Uh, it's not the most sustainable. I mean, if I had to choose one, that would be my pick because the packaging is simpler. But I would prefer the granola in paper packaging. However, knowing that it's from Quaker, I will not buy it. Okay. But from a sustainability perspective, I would say that it has the best packaging.

I: Okay so you think the cardboard is better but the brand itself is not doing great sustainably?

R9: Yes.

I: Okay, out of these three packages?

R9: Out of these three, when this was available to us, I would buy the one in the glass bottle on the right-hand side. These bottles could be brought back to the store, so yeah. I think there was a deposit of, I don't even remember, 30 cents or 40 cents or whatever. But more than anything, it was the fact that you could bring it back, and they could reuse them. So I did that for many years.

I: Got it, so you would pick the glass bottle?

R9: Mm-hmm.

I: Okay, and I think this is the last one. Out of these three, which packaging is the most sustainable?

R9: Okay, so out of these, I would pick the paper one because obviously, it is recyclable. Unfortunately, the town of Cary doesn't let us recycle these containers yet. But you can collect them and then bring them to the town of Cary's convenience centers, and they can be recycled that way.

I: Okay, perfect. So after seeing all these questions, I just have one last follow-up question, which is: Did you perceive any kind of greenwashing from any of the brands that we reviewed today? In case you're not familiar with greenwashing, it's defined as intentionally misleading or deceiving consumers with false claims about a firm's environmental practices and impact. So, did you think that any of the brands in the photos that we saw were trying to greenwash their consumers?

R9: There were... Let me recollect. I think the first one... I forgot. What I can be sure of as well... Yeah, that would be wonderful. Yeah, I think...

I: Okay, so you can just tell me when to stop if you see anything that you'd like to comment on. So we had the Coke, the Hellman's... Are you able to see my window? Can you see my screen? I can't hear you right now. Can you hear me now?

R9: Yeah okay okay now I can yeah now I see uh the yogurt okay the Chobani, the Noosa.

I: You can just tell me if you want me to stop.

R9: I think, uh, I think of the Triscuits one, right? The one with the crackers. I could see that one was more of a... because if you look at the packaging on the Triscuit, it was intentionally done in this color. Because if I look at the Club one, it's green in color, and the intention is probably that it's a green one, but who wants a green cracker, right? So, yeah, whereas Triscuit is more earthy in color, so it kind of tells me that it is more whole grain and all that. Whereas if you look at the product in the middle, it actually says that it's 100% whole grain, probably Triscuit is not. But the packaging makes me believe that it is because the color is closer to the nature, and also closer to the color of the product. So I can just go through, and even in this one, so I know Seventh Generation does create products that are less chemically, right? But the color itself shows me that. It makes me more prone to thinking, even whether it is or not is a different matter. But just looking at that, it tells me that this is more eco-friendly and has fewer chemicals and all that.

I: Got it, and I'll just quickly scroll through in case you want to comment on anything else.

R9: Yeah, in the milk as well. Obviously, nowadays no milk comes directly from a farmer to your doorstep, right? It goes through one layer in between. So if you look at the Fairlife, it has the picture of a cow or in the Horizon, you see a picture of a happy cow. And I don't think any of the cows that produce the milk provided in the US are ever that happy. But it's just the product that makes you believe that the cow that gave you this milk was very, very happy and she was out in the open, out in the pastures. And same thing you see on the packaging of the butter, right? You see where the cows are roaming free, and there is a big sun and all that, basically a beautiful pasture. So it kind of makes you believe that all the butter you're getting comes from cows that are organically raised and raised in big pastures, whereas that's just an eyewash.

I: Perfect. Well, that's all I have for today. But thank you so much for all of your help. I really appreciate all the insight that you've given me today.

R9: Absolutely. Yeah, best wishes. I hope I know it was useful for you, and hopefully, you'll be able to get some useful information from this.